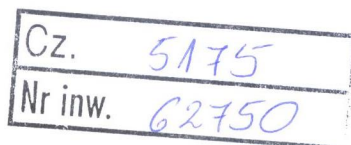




CONTENTS



Foreword	7
1. Magdalena CHMIELOWIEC-LEWCZUK, Marzanna LAMENT, Kinga BAUER, Ewa SPIGARSKA – The comparability of non-financial information in insurance companies	9
2. Aneta DARLINGTON – Understanding the power behind influencer marketing in today's world	31
3. Aldona Małgorzata DEREŃ, Anna Maria KAMIŃSKA, Małgorzata RUTKOWSKA, Jan SKONIECZNY – Creativity as a strategic orientation of Industry 4.0 organizations in the conditions of sustainable development	47
4. Joanna FURMAN, Tomasz MAŁYSA, Marzena KUCZYŃSKA-CHAŁADA, Tomasz FIGA, Oksana VELGOSOVA – Assessment of the management awareness of the use of LM methods and tools in the automotive industry	61
5. Robert HILDEBRANDT, Ryszard MARSZOWSKI, Zbigniew LUBOSIK, Sylwia JAROSŁAWSKA-SOBÓR – Transforming underground coal mine workings into critical cyber security facilities in the perspective of the European Green Deal plan	79
6. Jolanta IGNAC-NOWICKA – Improvement of security management in the warehouse space through the use of a vision system in a selected enterprise	99
7. Judyta KABUS, Luiza PIERSIALA, Stanisław BRZEZIŃSKI, Ireneusz MICIULA – Consumer attitudes and behaviours towards innovative fast-moving products for children	117
8. Simona KLIŚ, Jakub JĘDRYCZKA – Safety during medical waste transport in practice	135
9. Beata KOTOWSKA, Marta SIKORSKA – Accounting profession transformation in the wake of digitalization – survey results in Poland	147
10. Marzena KUCZYŃSKA-CHAŁADA, Joanna FURMAN, Tomasz MAŁYSA, Tomasz FIGA, Jozef PETRIK, Jolanta STASZEWSKA – Management systems in the automotive industry – assessment of awareness of the management staff regarding their implementation and application	167
11. Wiesław ŁUKASIŃSKI, Wiktor LIS – Tool for self-assessment of production-oriented organisation's environmental maturity	185
12. Małgorzata MAGDZIARCZYK, Janusz SMOLIŁO, Andrzej CHMIELA, Adam SMOLIŃSKI – Method of estimating the expenditures required to carry out the liquidation processes of a mining site	201
13. Tomasz MAŁYSA, Agnieszka FORMALCZYK, Marzena KUCZYŃSKA-CHAŁADA, Marek ŠOLC, Peter BLAŠKO – Safety of machinery regarding the requirements of the regulation 2023/1230/EU	217

14. Tomasz MAŁYSA, Joanna FURMAN, Marzena KUCZYŃSKA-CHAŁADA, Marcin TYRAŃSKI, Peter BLAŠKO – Survey of employees' awareness regarding occupational health and safety in the automotive industry	229
15. Izabela MARZEC – Differences in organizational commitment of the baby boomers and the Generations X, Y, Z	245
16. Anna T. MIKULEC, Monika RADZYMIŃSKA, Karolina MIKULEC, Anna M. PLATTA – Perception of organic, functional and genetically modified foods – a study among consumers in Gdynia, Poland	265
17. Paweł MODRZYŃSKI, Grażyna VOSS – Implementation of inventory policy in local government units	285
18. Mariusz NIEKURZAK, Ewa KUBIŃSKA-JABCOŃ – Impact of hydrogen cells on economic efficiency and the environment according to renewable energy standards	305
19. Beata OLEKSIK, Barbara CIECIŃSKA, Roksana POLOCZEK, Paweł WYRZGOŁ – Quality assessment of zinc coatings applied by selected methods	331
20. Karolina OLEKSA-MAREWSKA, Joanna TOKAR – Organizational culture and job satisfaction of employees working remotely: a cross-cultural analysis	347
21. Anna M. PLATTA, Anna T. MIKULEC, Karolina MIKULEC, Grzegorz SUWAŁA, Monika RADZYMIŃSKA – Determinants of purchase and consumption of convenience foods – survey of polish respondents	361
22. Roksana POLOCZEK, Beata OLEKSIK – Management of a simulation project in a manufacturing company	377
23. Mirosław SOŁTYSIAK, Dariusz ZAJĄC – Assessment of the situation on the residential real estate market in the eastern and western regions of Poland	391
24. Barbara SORYCHTA-WOJSCZYK, Anna MUSIOL-URBANCZYK – Areas of maturity in project management in local government organizations in Poland	405
25. Aleksandra SULIK-GORECKA – Transfer pricing policy concept model for MNEs in relation to strategic management	421
26. Piotr SYCZ, Elżbieta WOJNICKA-SYCZ – Significance of digital innovations of Industry 4.0. for Polish enterprises on the example of Podkarpackie and Lubuskie voivodeships	439
27. Jarosław SZREDER – Key success factors in managing development projects	457
28. Karol TUCKI, Izabela WIELEWSKA, Dagmara K. ZUZEK, Marzena KACPRZAK – Technological and market aspects of vegetable production on a farm	473
29. Roman TYLŻANOWSKI, Mariusz SALWIN – The role of technology parks in economic growth – the perspective of students of economics	495
30. Piotr WALENTYNOWICZ – Commercial attractiveness of Industry 4.0 technology in the opinion of customers of the young generation	509

31. Bartosz WAWROWSKI – The use of social media in the process of emergency remote teaching during the Covid-19 pandemic	525
32. Tomasz WĘGRZYN, Bożena SZCZUCKA-LASOTA, Xianghui MENG, Adam JUREK – Dissimilar metal welding of S690 QL with DOCOL 1400 M steel for the structures of various means of transport	547
33. Andrzej WIECZOREK – Assessment of usefulness of CMMS class system for Industry 4.0 enterprise	557
34. Alicja WINNICKA-WEJS – Whistleblowing as a tool for HR compliance management system – survey report	573
35. Radosław WOLNIAK, Wies GREBSKI – Business analytics in the case of inventory management in Industry 4.0 conditions	597
36. Radosław WOLNIAK, Wies GREBSKI – The application of business analytics in personalized customer experience	613
37. Radosław WOLNIAK, Wies GREBSKI – The methods of quality management in Quality 4.0	631
38. Radosław WOLNIAK, Wies GREBSKI – Waste management in smartphone applications as element of Smart City development	647
39. Alina YAKYMCHUK, Iryna BEREZOVSKA, Małgorzata RATAJ, Joanna WOJCIK, Mariia HOLOVCHAK – Sustainable energy and climate change universities: economic analysis and organizational aspects	665
40. Małgorzata ZAKRZEWSKA, Maria ADAMCZYK, Mariusz SIKORA – Drowning prevention education in Poland and the attitudes of bathers	677
41. Katarzyna ZIĘTEK-KWAŚNIEWSKA – Cultural aspects of the use of trade credit	695